

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

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VOL. IV. NEW YORK, FEBRUARY 18, 1891.

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NO. 7.

NO other house in the advertising business was ever so well known as ours. No other has had commensurate experience. So thoroughly is our name identified with the business that the mere mention of it anywhere throughout this wide country suggests "Newspaper Advertising" to every hearer.

As a consequence, more applications for estimates and information on the subject of advertising come to us in a week than to all other advertising agencies in a month.—

*Geo. P. Rowell, p. 195 Printer's Ink, Feb. 4th, 1891.*

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## Query?

How is it then that we admittedly  
do the largest business in  
Newspaper Advertising in  
the world?

N. W. AYER & SON,  
Newspaper Advertising Agents,  
PHILADELPHIA.

# DO COUNTRY PEOPLE BUY GOODS ?



Very few country people will invest \$400 in one of Brewster's celebrated Buggies. Mighty few of them, however, but will expend 25c. to \$1.00 for a proprietary



medicine, in place of inviting a series of visits from a physician.

Not many will pay Tiffany & Co. \$2,000 for a pair of earrings, while almost every family will manage to get money enough together to purchase a parlor organ or some other musical instrument.

It certainly would be the exception to invest a thousand dollars in an oil painting, but it would be the rule to subscribe one dollar or so for the local weekly, which gives the news of the locality in which these country people live and are interested.

That the country people

will buy is not to be questioned,

if they are properly interested in the goods to be sold ; but that they will purchase what to them might be a white elephant should not for a moment be considered.



Those residing in the territory in which the 1400 papers of the ATLANTIC COAST LISTS are published subscribe for and read these papers. Between five and



six million readers can be so addressed weekly at half a cent a line per paper for transient advertising, and at a much lower rate for yearly or long-time orders.

NEW YORK NEWSPAPER UNION,  
134 Leonard St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. IV.

NEW YORK, FEBRUARY 18, 1891.

No. 7.

## BUYING NEWSPAPER SPACE.

*By J. F. Place.*

There are peculiar features about advertising which no other business possesses:

First—The uncertainty of its value to the buyer.

Second—The uncertainty of its cost to the seller.

Both are buried in absolute obscurity. In any other commercial business these terms, cost and value, are not unknown quantities. For instance, a farmer has corn and potatoes to sell. They have a fixed market value; he knows they will command a fixed minimum price, even at forced sale. The merchant who deals in pig iron or brass knows the value of the goods, whether he buys or sells. His stock is tangible; he can see it, weigh it, count it, feel of it. The more he buys the more he has. His goods, if well bought, he can convert, at a profit at his leisure, into realty or solid cash. He can wax fat with his surplus stock in trade.

These conditions are reversed with the newspaper publisher. The more space he has to sell the poorer he is, and the more expensive it is to fill his ghostly vacant columns with live matter. He may grow eloquent over the stored energy of his stock in trade, and enlarge his story with great pith and point and apparent personal pride over his growing circulation and the examples of prosperity and wealth enjoyed by those who have made use of his columns; he may invoke the services of the affidavit-maker and the circulation liar; he may employ hungry solicitors, with the gall of a Delmonico waiter and the tongue of a Bowery fakir; he may "guarantee"—saints of Printing House Square, what will he not guarantee!—and yet, if he cannot coax, drum up, overawe, induce or prevail upon somebody to buy the advertising space in

his paper which he has for sale, he is as good as a ruined man.

Moreover, he can deliver nothing when he sells. His words possess not even the tangibility of gravity. To take a little of his own medicine would show faith in its loud-proclaimed virtue, and might do him good; but to absorb to his own use his whole product would shut off his wind with a vengeance.

In some respects, buying advertising is like speculating in Wall street—more cool judgment must be shown in letting alone than in buying. I will venture to say that there is no commodity, no article of trade, on sale in any market in the world that is drummed and its sale forced upon buyers with the eloquence and tenacity of advertising space. Bright men are employed, good talkers; live, pushing men of energy, having the address of scholarly gentlemen and the pull and tenacious hold of a Chicago drummer; even the wives of women, evidently selected for their chic and jaunty good looks and winsome ways, are brought into play. The "very elect" alluded to in biblical history would stand no more show against the combined efforts of this force of cunning solicitors than the veriest "hayseed" sight-seer would against a gang of Chatham square thimble-riggers.

This is the force of experienced and ready talkers—many of them very clever and shrewd newspaper men, who are continually at work in New York in the interest of the different publications of the country. Their number must run well up to one thousand, and I have no doubt other large cities have each a similar though smaller force employed. Is it any wonder that large advertisers require to be men of cool heads, and that their advertising managers sometimes become as callous in civility as a butcher in feelings?

And yet it is quite true that fortunes have been made in advertising—in

buying this intangible commodity of wind, which is so hard to sell, and so expensive when bought in quantity. Substantial, colossal fortunes, indeed, have come to many who have had the nerve—and it takes nerve—and the cold cash to buy and the sagacity to buy judiciously.

The bold and great successes, however, are ever before us. Like the rich "finds" of the Amadon, the Homestake and the Comstock, they overawe and banish to forgetfulness the wrecked fortunes and dismal hopelessness which appeal from a thousand oreless mining shafts along the slopes of the Sierras. Not a few fortunes have been lost in advertising. We have heard of some—the larger ones only. The books of many newspaper publishers show on the debit side unmistakable and oftentimes profanity-inspiring evidence of this fact.

In a few such instances it was diamond cut diamond—the advertiser who was inveigled by the syren-song of the newspaper beyond his depth and good judgment, got nothing; and the newspaper sold nothing—except the advertiser. Here is where a good advertising agency, in whose experience he could have placed his confidence, might have saved the advertiser. In some cases failure has been due to a want of merit in, and lack of demand for, the article advertised; while in many others insufficient capital to carry on the work laid out has wrecked the enterprise on the eve of success.

That "a little advertising is a dangerous thing" is painfully true. In a majority of cases a total lack of judgment as to the selection of methods and mediums has no doubt caused the failure.

### STRAY SHOTS.

*By Artemas Ward.*

"I have no competitors; why should I advertise?" said a man who had established a new line of manufacture amply protected by patent. To his mind the case seemed clear that it would be a waste of money. He seemed to enjoy an absolute monopoly, and made money quite rapidly at the start; but his neighbors, jealous of his success, began to experiment, and soon half a dozen of them were in the market with articles closely similar to his own, some of them possessing enough daring to imitate the very name

of his article. Competition resulted and caused a difference in his profits which would have paid for very extraordinary advertising. Lawsuits followed, which took more time and thought from legitimate attention to his business than the actual money which they cost. If this manufacturer had advertised boldly at the outset, even though it seemed unnecessary, he would have occupied the entire field, instead of leaving three-quarters of it to be competed for, and he would not have felt so much the loss of time and attention requisite to defend his position at law.

"I am at the head of the trade; why should I advertise?" said a prominent manufacturer of cocoa. He was sure that he was right. The majority of his business friends agreed with him. He might as well have said, "I am in good health; why should I insure my life?" but none of them looked at it in that way. Asleep in his feeling of security, he did not realize the necessity of erecting a fortification of advertising around his business, and although he had a grand start of all his competitors, younger houses grew more active as he grew older, foreign competition came in despite the tariff, and his declining years were mortified by his taking second place; next, third place; finally, fourth, fifth and sixth places in mercantile rank.

"Why should we advertise, since competition is now ended?" said the Trust, which had just perfected an arrangement by which all the manufacturing interests of its class were consolidated. The Sugar Trust needs no advertising. The Starch Trust has dispensed with it. The argument and precedents seemed unquestioned. Unfortunately for the comparison, however, no substitute for sugar or starch has as yet been discovered, and their article was one which meets with natural competition at almost every hand. Nor had they calculated on foreign competition, any more than the cocoa manufacturer had. Changes of politics brought about reductions in tariffs. Into a market, which they had as yet but half occupied, foreigners poured, and soon secured a foot-hold, which would have been doubly difficult, or perhaps impossible, if by energetic advertising at the outset the Trust had secured a universal sale.

Dig for the bottom facts in your business; hunt out every market which your goods can avail of; interest in your behalf every member of the community. A prompt start and a quick pace at the outset will carry your chariot of success far beyond the crowd of competitors, which clatter at the heels of almost every conservative old fogey. Entrench yourselves firmly in the attention of the public, for by being first in peace, you may also be first when the time of war arrives. If you are satisfied—if you feel that active advertising cannot extend your business further than its present limits—if you think the outlay would be an unprofitable expense, there must be something wrong. Ten to one you have not considered the full, grand scope of possibility which lies in your business, or, with the energy of the Philadelphia soap-maker, put your goods actively before the attention of the public, not only in the ordinary way, but "for many uses, for quaint uses, for all uses."

#### REMINISCENCES OF THE ADVERTISING BUSINESS.

NO. IV.

*By S. M. Pettengill.*

In 1856 I formed a plan for establishing an American agency in London which should represent the American press—file newspapers from every State in the Union and Canada; furnish advertising and correspondence; attend to the wants and promote the interests of publishers, and make it the home of all Americans visiting abroad. I corresponded in regard to establishing such an institution with, among others, Mr. P. T. Barnum, who was then in London. He had gone there after his financial difficulties occasioned by the failure of the Jerome Clock Co., for whom he had indorsed notes. He approved of the plan and agreed to take the management of it if I would guarantee him a salary of \$10,000 per year.

I found, however, after looking into the matter, that to establish the agency on a firm basis would require more capital than I could then spare from my New York business, and would take my attention from that agency, where I was doing a successful business. It would also have required careful management to establish it permanently on a firm basis and win the

confidence of Englishmen. I reluctantly abandoned the enterprise.

Sometime after this Mr. Barnum connected himself with the "Greatest Show on Earth," and thereby a good advertising manager was lost to the world. The American Exchange was, some years after, started in London, which adopted in part a similar plan. But it added to it a banking business, and loaned money on insufficient securities. It did not have an adequate capital to support it, and after a few years of careless management it failed. There are now several agencies that take advertising in limited orders for American newspapers under great disadvantages, and there are agencies for several special newspapers. But there is no agency there, that I know of, whose manager has a practical knowledge of the press of this country and its wants and has the full confidence of American publishers.

Mr. P. T. Barnum understands the true philosophy and art of advertising as well as any living man, as he has shown by his many successes. His arrangements for the Jenny Lind concerts in this country were masterpieces of good management, tact and good sense, and showed his thorough knowledge of human nature. His wonderful success was the legitimate result of his efforts. He has always been a very liberal user of printers' ink, to which he attributes his successes; and he has been at all times very courteous and considerate to all persons any way connected with the press. He is a very magnetic man, and you feel that you must grant everything he asks because of his fair and liberal dealing.

A country editor once asked a favor of him that he could not grant, and threatened, if he did not give it, to "pitch into him and his show." He replied: "That is just what I want you to do. The best thing you can do would be to give me a good editorial notice; the next best thing would be for you to do just what you propose. The very worst thing you can do would be to say nothing."

This is the true philosophy of advertising. Many a man owes his success in life to his enemies. Discussions about unknown men have often contributed to their fame and sometimes made them famous. It needs opposition to bring out a genius. A kite cannot rise in a calm, but must have a strong, opposing breeze to make it

soar. A man who mourns or even regrets opposition or competition is no man at all. If he is right and his opponent is properly dealt with, it will add to his prosperity and success. In 1850 a well-known printer started a Sunday newspaper in Boston, where the public sentiment was strongly opposed to any publication on that day. At first the sales were very small. It needed opposition to make it sell, and he secretly had circulars distributed denouncing the Sunday paper—calling for a public meeting and on the Mayor to suppress it. This course increased its sales, but it did not live long, as the public sentiment was too strong against it, and it was let severely alone.

In 1861 a highly respectable business man for whom I had advertised a few small orders and for whom I was then advertising to the amount of about twenty-five hundred dollars, sent for me and said that he was in financial trouble. He said he had notes coming due which he was unable to meet, that he could not make collections, and that he could obtain no loans from the banks on account of war troubles, as they were not making loans to any one. He then asked me to loan him \$4,000, with which he thought he could pull through. I answered at once that I would loan him the money.

Those in my office who knew of the application advised against making the loan, saying that if I did, it would surely result in loss. But as I had great confidence in the honor and integrity of the man, I gave him a check for the amount and he gave me his note at four months, without security. The note was paid at maturity, as were also in due time my advertising bills. The concern of which he was the head advertised largely through our agency for many years, meeting every obligation promptly, and accumulating a large fortune, which was reputed to be in the millions. He died several years ago, full of years, loved, honored and respected by all who knew him. The business is now being carried on by an incorporated company, that believes in and has prospered through judicious advertising and does it liberally. It is now carrying on a very successful business, which has made all its partners rich. I only mention this transaction to show that it is often wise to help honest men in financial straits, and that they are more to be depended on

and a surer risk than many rich concerns.

During the War of the Rebellion the United States Government advertised liberally throughout the North for the sale of its bonds, and our agency received orders for a large amount of this advertising through Messrs. Jay Cooke & Co., Fisk & Hatch and others. The advertising proved to be eminently successful. All the issues of bonds were quickly taken. The successful placing of these loans among the people all over the North did as much as any one thing in bringing the War of the Rebellion to an early close. It gave to the Government "the sinews of war," and it gave to the people confidence that the North would win and that the war would soon end. The large amount of money disbursed by the Government in paying its war expenses, and the consequent enhancement of prices by the withdrawal of the soldiers from being actual producers to consumers, brought about a great increase of business and made, by enterprising men, large demands for advertising.

The Pacific Railroad was then chartered and was being constructed by two rival companies. One built from the east to the west and the other from the west to the east until the roads met. There was an intense rivalry between the companies, both working night and day to secure and own by construction the larger portion of the railroad.

We had contracts for advertising with both of these companies, or their agents. We contracted for a much larger amount for the Central Pacific Co., through their agents, Messrs. Fisk & Hatch. These two companies advertised to the amount of not less than one million of dollars while constructing their roads. The stockholders in both roads made fortunes for themselves. The net amount made by each of the four stockholders in the Central Pacific Railroad Co. has been stated to be \$16,000,000 each.

In 1866 I contracted for advertising in the leading newspapers for a three-months' order for a large banking house to the amount of over fifty thousand dollars, to be paid on the completion of the order. This banking firm then stood on the mercantile agency books A A 1, and almost anybody would have considered ten times the amount of their order to be a safe risk. The bank had then on a deposit, as by its last sworn

statement of its officers, from merchants, country banks, bankers and others, subject to call, over twenty million dollars. We had been inserting their order for several weeks, when I happened to call at their banking house, after 3 o'clock, and found a long line of persons waiting at the paying teller's desk. Upon asking the meaning of it I was told that the persons were waiting for the return of their deposits made that day, and that the bank had allowed a large note to go to protest. I sought the bankers in their private offices and was told that one partner was engaged in consulting his attorney. I found another partner in tears. He said that they had been obliged to suspend payment—that they had fought hard and long against it, until it was no use to do so longer; that the firm did not care so much for themselves (although it was a crushing blow to them) as they did for the widows and orphans who had intrusted all their savings to them for safe-keeping and investment.

I asked him if they could not secure our firm from loss. He said all their available securities had long ago been pledged for loans to keep them afloat. I asked for some kind of security to save us from actual loss. He said he did not know of anything they had except a house, which was mortgaged and on leased ground, which he could make over to us if it could be done at once. I accepted this and had our attorney draw up a deed, and it was signed, sealed and delivered within one hour from that time. By discontinuing the advertisements and selling this property we were saved from a large loss in this transaction. The same day, some hours later, an assignment was made of all the property and effects of the banking house, and it went out of existence, paying only a small percentage of its debts. This failure was occasioned by outside speculations, which are the cause of very many failures among business men.

THE weekly editions of the large city newspapers have a very scattered circulation, covering no localities so thoroughly as do their local contemporaries. These city weekly editions contain nothing of local information to the country people, and therefore are of secondary consideration beside their own home weeklies, which give them all that is going on in their towns and vicinities.—*James H. Beals, Jr.*

## THE MAN WHO WAITS.

*By E. T. Keyser.*

We all know him, and the more intimate the knowledge the deeper the pain attending it.

He is the individual who has delayed sending in his advertisement until the last moment, and appears at a quarter past the eleventh hour with the imperious demand that the matter be "rushed right through, so as to get in to-morrow's edition."

You probably receive these instructions with a pleasant and winning smile, and assure him in the blandest of tones that his will is mighty and shall be done; but the chances are that, after the patent door spring has clicked after his exit, the recording angel has to work overtime that evening in order to jot down the Anglo-Saxon in which you have expressed yourself regarding your customer's business methods.

For some unexplained reason there seems to exist a regular system of procrastination with some men in regard to their advertising.

Your friend alluded to above is probably in other matters the most exact and methodical of beings. His orders for goods are all given well in advance of needs; not a want or a possible want but has been foreseen and provided for; but when his advertising is in question, behold the difference! For a week past he has known perfectly that in certain issues of certain publications an announcement must appear. The matter for that announcement has for that week been pigeon-holed in his desk; but not until the last possible moment has the copy and order been given to his agents, and then only by superhuman efforts and the lowering of the moral tone of the entire staff is it possible to get that advertisement inserted.

The fact that when copy and list of papers is delivered the real work has just commenced does not seem to dawn upon an advertiser of this class, for if it did it is scarcely possible that he would be so blind to his own interests as to cause his business to be railroaded through at an express speed, which leaves no time for the best results as to display and position to be secured, but sacrifices every minor detail to the one great necessity of getting insertion *anyhow*, anywhere, in the issues ordered, often under that nondescript heading "Too Late for Classification."

## THE PRIZE SEED ADVERTISEMENTS.

By W. Atlee Burpee.

When offering the prize of \$50 for "the advertisement most likely to bring business to us" in PRINTERS' INK of December 24th, 1890, we little anticipated such an active contest, nor did we expect to receive so many excellent advertisements.

In all there were 247 competitors,

to you; to each of these gentlemen we awarded a special prize of \$25 each, and an "honorarium" of \$5. In compliance with our offer of \$5 for each advertisement we considered sufficiently attractive to be retained for future use, we have sent our checks for \$10 each to Mr. C. De Vos, Battle Creek, Mich.; Mr. H. D. Atwell, Taunton, Mass., and Mr. Julius Wilcox, Brooklyn, N. Y. We have also sent \$5 to each of the following for advertise-



The first prize advertisement appears in the center.

who designed and submitted 689 advertisements. After careful consideration the first prize of \$50 was awarded to Messrs. W. Johnston and Geo. F. Nelson, with Geo. P. Rowell & Co., New York, who also received two "honorariums" of \$5 each for two other advertisements. Mr. Chas. M. Snyder, of Philadelphia, and Mr. Wylie B. Jones, of Burlington, Vt., also sent us two most capital advertisements, proofs of which we forward

ments retained by us: Mr. W. E. Philbrick, Lawrence, Mass.; Mr. H. C. Rose, South Bend, Ind.; Mr. Jno. W. Barwell, Chicago, Ill.; Mr. L. G. McPherson, 1041 Penn ave., Pittsburgh, Pa.; Mr. C. F. Cooley, Equitable Building, St. Louis, Mo.; Mr. F. E. Moynahan, Danvers, Mass.; Mr. A. C. Graw, 131 Federal st. Camden, N. J.; Mr. H. C. Brearley, Detroit, Mich.; Mr. A. H. Hitchcock, 195 Washington st., Chicago



Ill.; Mr. Arthur W. Robinson, 337 East Thirty-sixth st., New York, N.Y.; Mr. J. J. Terry, 79 Milk st., Boston, Mass.; Miss Margaret Lee, Mitchell, Ind.; Mr. A. V. Isakovics, 328 East One Hundred and Twenty-third st., New York, N.Y.; Mr. M. H. Robinson, Atlanta, Ga.; Mr. S. Swaine, Rochester, N.Y.; Mr. S. M. Pettengill, 38 Park Row, New York, N.Y.; Mr. G. L. Grant, Chicago, Ill.; Mr. M. D. Macdonald, Cleveland, Ohio; Miss Kate E. Griswold, Hartford, Conn.; Mr. T. C. Coffman, Dayton, Ohio; Mr. J. F. Foster, 410 Delaware, ave., Buffalo, N.Y., and Mr. Jno. V. Redpath, 33 Warren ave., Boston, Mass.

It will be seen from the above statement that from the original offer of \$50 we have awarded \$260 in prizes. Some of the prize advertisements that we have retained are so excellent in wording as well as in display that we purpose using them unaltered, but others, for which we have awarded the special prizes of \$5, will necessarily require changing to adapt them to our business. The number of ideas suggested to us by the contestants named are certainly well worth all they have cost.

Some of the most showy advertisements in the matter of display were not accepted because little consideration had been paid to economy of space, and while the typography was effective the reading matter was weak in drawing qualities. It will be noticed that the sample advertisements reproduced herewith are with scarcely an exception not only well displayed but also the statements made are well expressed and calculated to leave a favorable impression upon the reader.

From a careful consideration of the best advertisements received, we are convinced that in common with most seedsmen we have heretofore crowded too much matter into our advertisements; and yet advertising only at one season of the year, at the time when the farmers and gardeners are really interested in the subject of the advertisement, we maintain that, if properly displayed and well written, a seed advertisement is more interesting to the people that it is intended to reach than are advertisements of soap, patent medicines, and miscellaneous manufactured articles.

One of the successful competitors, whose advertisements are most admirably written, thus clearly expresses this idea:

"Primarily the things said—the matter of the advertisement—are the consideration; it is *what* you say to the reader which determines whether you move him. The typography is merely incidental, though important; it goes no further than to catch the eye of the one who is not searching for that particular sort of information, or to persuade one who glances at the announcement, by its legibility and neatness, to follow it through. There is a tendency to overlook this and put the minor part first—to lay too much stress on 'display.' The pages of PRINTERS' INK are an illustration. They are very clever, and I examine with interest, as I doubt not you do, the efforts there made to get oddities; but that publication is for printers, agents, writers and advertisers—not for the large public—and I do not attach much value to these ingenious twists of typography. The most agreeable to the eye, and most likely to be read, is the advertisement which is straightforward and frank in its matter and is 'set' in a clean, simple and legible way."

#### THE COUNTRY NEWSPAPER.

By Byron W. Orr.

If you have anything to sell that commands trade outside of your own city, use the country newspaper.

In the country newspaper you have a reliable and effective friend that does its mission at more family firesides than do many of the metropolitan dailies.

In the country weeklies the marriage bells toll more joyfully than in the great city papers, and when the columns of such a home paper tell us that some humble person has gone from the world we read with tears, for he was our neighbor and friend.

The country newspaper is not only a business guide, but it is a pulpit of morals for the entire community and county in which it is published. It is a kind of public rostrum where the affairs of State are considered; it is a supervisor of the streets and roads; it is a social friend, a promoter of friendship and good will.

Is there anything so hard, or that goes in so deep, as air made into words?  
—Robert Lowell.

It is better to have one friend of great value than many friends who are good for nothing.—Anacharsis.

## Correspondence.

## ANOTHER HINT FOR PUBLISHERS.

THE YOUTH'S COMPANION, }  
BOSTON, Mass., Feb. 9, 1891. }

Editor of PRINTERS' INK:

Mr. J. F. Place gives pertinent advice to publishers, on page 196 of PRINTERS' INK, in regard to mailing advertisers respectfully printed copies.

The keen sarcasm of his pen has no doubt shown many publishers a valuable point.

I would add to his motion the following "resolution," which, if adopted by every newspaper office, and a copy hung over the mailing table, there would be saved much time, patience and correspondence:

"Resolved, That from henceforth there shall not be sent from this office a copy of the paper containing any notice whatsoever to which we wish to call attention that has not plainly stamped thereon a 'red fist,' pointing out the location of said notice.

"And be it further resolved, That 'the boy who does up the mail' is liable to immediate discharge if this rule is not obeyed."

An hour's experience in a large office, receiving papers by the hundreds daily, would convince those who mail unmarked copies of the folly of so doing when credit is desired.

J. V. REDPATH.

## ONE VIEW OF IT.

ROCHESTER, Feb. 7, 1891.

Geo. P. Rowell & Co.:

Have just read your offer of \$1,000 reward in the current issue of PRINTERS' INK. Now, the way we understand it, only publishers, editors, or those connected with a paper in some way, in the columns of which the notice can be published, are entitled to compete. For example, our business is writing ads., etc., but we have no interest in any paper and no connection with any; now, would we be entitled to compete for the prize? It seems to us you have built a Chinese wall around your \$1,000 into which only the favored ones are called; whereas we think if it were down, and all allowed to compete, you would get better results, for while an editor or a publisher is supposed to be capable of writing on politics and leading events of the day, nine out of ten cannot sit down and write out a good business notice that an experienced advertiser would give tenth-rating to. This is our idea, but minds differ; and while you look at it one way, we look at it the other way; but we give the suggestion in a friendly spirit, hoping it will be received in same manner.

N. TOWNSEND & SON.

## THE ENGLISH PRESS.

PALMERSTON TELEGRAPH, }  
PALMERSTON, Ont., Feb. 6, 1891. }

Editor of PRINTERS' INK:

In your paper of January 28th is an extract from the New York Sun, headed "Slow-going English Newspapers." I wish you would give your readers the following corrections:

The stamp duty on newspapers published in England was abolished more than thirty years ago. Mr. Hoe speaks of the duty as being in existence "somewhat over twenty years ago." He also says: "There is no Sunday newspaper, excepting the Sunday

London edition of the New York Herald." Mr. Hoe is wrong in this. The Observer is published on Sundays, and on Sundays only. Then there are Lloyd's, Reynolds', and the News of the World, which issue Sunday morning editions.

EDITOR Palmerston Telegraph.

## FOR SALE.

Advertisements under this head 50 cents a line

**FOR SALE**—Newspapers in all parts of the U. S. MIZE BROS., 21 Park Row, N. Y.

**BIG PREMIUMS TO INCREASE PROFITS.** EMPIRE PUB. CO., 66 Duane St., N. Y.

**\$1,000.**—ONLY paper in booming town 1,200 population. Lock Box 50, Elkland, Pa.

**JOB PRINTING OUTFIT FOR SALE.** Cost over \$625. Sell for less than half. Terms easy. THURBER & CO., Bay Shore, N. Y.

**\$550 WILL BUY** a Newspaper Office in a growing town, with which a good printer can clear \$50 a month. Address J. A. OVERBEY, Ulrich, Mo.

**COUNTY PAPER**, sixth year; best section of Tennessee; circulation "K2 3/4"; jobs \$100 per month. Good reason for selling. "PRINT," care PRINTERS' INK.

**MOSES TRADDLES.**—For 70 cents we will mail copy of Poems and Sketches of Moses Traddles—latest work of its kind. THE TRADDLES CO., Cincinnati, O.

**FOR SALE**—A Democratic Newspaper and Job Office in the Iron Belt of Southwest Virginia, on N. & W. R. R. Price \$1,000. Address "REHSLIBUP," care of PRINTERS' INK.

**PAPER** partly or wholly printed, make-up using stories, miscellany, news, ads, locals, etc., as you order. Daily, weekly or occasional issues. Union Ptg. Co., 15 Vandewater St., N. Y.

**2,000 DOLLARS** will buy Weekly and Job Office in Tennessee coal fields. Will clear \$1,200 yearly. County advertising. Write quick. TIMES, Crossville, Tenn.

**YOUNG PEOPLE'S MONTHLY** for sale. Well known, long established. Pushing, experienced man with capital can make great success. Address "NEW YORK," care PRINTERS' INK.

**GOOD** chance for printer capable of writing local news. Will sell 3-year established Sunday paper; town of 34,000 inhabitants; \$500 cash will buy. Investigation solicited. For particulars address "SUNDAY," care PRINTERS' INK.

**FOR SALE**—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

**IF YOU WANT TO SELL** your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**\$3,000**—One-half cash, balance on easy terms, will buy a most valuable newspaper and job printing office in Virginia. Paper is 22 years old, well established, influential, and possesses a State reputation. Is located in one of the most prosperous and delightful towns in Virginia. A splendid opportunity is here offered to those desiring to step into an old-established and paying business in a healthy, active, progressive Southern town. Address "EYE-BRIGHT," care PRINTERS' INK.

HE LIKES IT, BUT HIS WIFE OBJECTS.

NEW HAVEN, Feb. 7, 1891.

Editor of PRINTERS' INK:

Although a theologian, and although my wife objects to the waste of time it involves, I read PRINTERS' INK more thoroughly than any other paper that comes to the house except the *Christian Union*. I wish to congratulate you on your most successful paper, and to thank you for the pleasure I derive from it. I often speak of it and hand it to my advertising friends, I trust you are as vigorous in service of Christ and in promoting His kingdom as you are in your service of the paper.

Yours in service, E. P. SEYMOUR.

HE FINDS IT HAS IDEAS.

GREAT NORTHERN RAILWAY LINE,  
F. I. Whitney, Gen. Pass. and Ticket Agt.,  
ST. PAUL, Minn., Feb. 6, 1891.

Editor of PRINTERS' INK:

I am a regular reader of the PRINTERS' INK and like it very much. It is certainly doing missionary work in the revival now in progress all over the country in making the advertising columns of the papers quite as readable—and in some cases more so—than the editorial columns. An idea from INK resulted in the enclosed advertisement taken from our little monthly publication, entitled *The Great Northern Bulletin*, a copy of which I send you under another cover.

F. I. WHITNEY.

LIVELY SPORT IN OKLAHOMA.

From the *Champion City Boomer*.

There was a little lively sport at the running out of a claim-jumper Tuesday. He showed fight and the boys went further than was first intended and tarred and feathered him. We learn that next day he was shot by a near-sighted sportsman, who mistook him for an ostrich.

FAST BECOMING FAMOUS.

From *Schorer's Familienblatt*.

Customer (reading a newspaper)—"Here I see I am referred to in the paper again." Landlord—"Indeed? What do they say about you?" Customer (reading aloud)—"At the close of last week Berlin numbered 1,573,421 inhabitants. I am one of the lot."

WHAT'S THE MATTER WITH SHEEP-SHEARING?

From the *Norristown Herald*.

A new Alliance paper issued in New York is called the *Wall Street Farmer*. About the only farming done in Wall street is watering stock.

WANTS.

Advertisements under this head 50 cents a line

**A** LIVE Weekly Washington Letter for a two-inch space in your paper. W. T. FITZGERALD, Washington, D. C.

**N**AMES and addresses wanted of good men to sell Fruit and Ornamental Stock. E. B. RICHARDSON & Co., Nurserymen, Geneva, N. Y.

**G**OOD Editorial and Local Writer wants position—country paper preferred. Experienced; references. Address M. N., this office.

**W**ANTED—A partner with \$5,000, to buy half interest in newspaper and printing business. Absolutely safe. Pays 40 per cent. Box 1148, New London, Conn.

**S**OCIETY and Comic Cuts for sale cheap. SEASTEND SOCIETY NEWS, Pittsburgh, Pa.

**C**ANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publisher of PRINTERS' INK, 10 Spruce St., New York.

**P**ARTNER with \$5,000 wanted in business of publishing a promising, high class magazine. Located in New York City. Address "S. F. F. T." care PRINTERS' INK.

**A**DVERTISING MAN, commanding \$5,000, to join in purchase of profitable trade paper, estab. 10 years; Chicago. Bankers' references exchanged. **COOK,** PRINTERS' INK.

**A** NEWSPAPER PRESSMAN, competent and steady, 12 years with one paper, desires situation on daily using perfecting presses. Address "W.," care PRINTERS' INK.

**W**ANTED—A first-class advertising solicitor for a well-established illustrated weekly. Good commission and salary guaranteed. Give references. Address THE CRICKET, Scranton, Pa.

**W**ANTED—A situation as Editor or Correspondent on a Democratic (daily or weekly) paper or Agricultural Weekly. Has had experience. Address "CORRESPONDENT," Tappanahock, Va.

**W**ANTED—An experienced special advertising agent in New York, Boston, Chicago and San Francisco to represent a list of newspapers. Address P. V. COLLINS, Guaranty Loan Building, Minneapolis, Minn.

**W**ANTED—Have you a newspaper to sell? \$200 down, balance on installments, secured by mortgage on office. Would prefer Iowa. State population of town, political complexion, etc. Address B. WHITNEY, Iowa City, Iowa.

**A**NY ONE desiring to invest money in a well-established and profitable publishing business, and be either an active or silent partner, will please address "Drawer 5," Marietta, Georgia. This is a splendid opportunity for a lady of literary tastes.

**W**ANTED—A position as Editor and Business Manager of a large weekly or a local daily by a young man of experience. Best of references. Would buy out a half interest in a paying daily. Only those meaning business apply to "H. P.," Thomaston, Me.

**W**ANTED—A man for general office work. Must be reliable and trustworthy, a good correspondent, and willing to learn all the details of an Agricultural Implement business. One having had experience in this line preferred, but such knowledge not essential. References required. Address "AGRICULTURAL," care of PRINTERS' INK.

**\$5,000.**—At these figures a rare opportunity is open to the right party to secure an interest in a well-established and prosperous publishing business in the leading city of the West. This includes two weekly newspapers, financial and trade journals with high standing in their respective circles. Investigation is solicited. Address "E. B.," Box 1353, Denver, Col.

**E**VERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

**F**OR Sale Newspapers are as a rule "crabapple" property. Occasionally one strikes a bargain. There's an 18-year-old official weekly "out West" in best, largest, liveliest town in ten counties for sale 15 per cent. above cost material. Proprietor made several thousand \$\$ during '89-'90, and wants to get out and see world; \$300 down; balance on easy and small payments. Address "STEAM POWER," care PRINTERS' INK, N. Y.

## THE ABUSE OF AGENTS.

*From Art in Advertising.*

Just how much a customer may impose upon an agent is a question perhaps less discussed than it should be. We are all accustomed to hear a good deal of talk concerning the wicked and designing agent, but what can we say of the advertiser who gets many estimates and valuable lists of papers when he is simply collecting data for his own use, and has no intention of recompensing the agent? We are glad to see that one firm—Messrs. George P. Rowell & Co.—have established a rule of charging a regular fee for the preparation of a list of journals, with prices, estimated circulations and advice and suggestions. This information when rendered becomes the customer's absolutely, to do with what he will, leaving no obligations of putting the business through Messrs. Rowell; it is simply expert information bought and paid for.

## WHAT MORE CAN BE DESIRED?

*From the Atlantic Coast Lists.*

When you place your advertisement in a newspaper you compel every subscriber to buy your communication, to hold it in his hands, to bring it before his eyes, and this you do in an unobtrusive way.

THE man who dabbles in printer's ink  
Handles a weapon of wonderful power;  
Awkwardly using a fortune 'twill sink—  
Directed aright with fortune 'twill dower.  
—A. Bennett.

## SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

728.

ALLEN'S.

AGENTS' GUIDE.

20TH CENTURY.

ALLEN'S MILLION.

728. SEE page 390.

N. Y. Argosy, 114/100 w.

ALLEN'S LISTS—Results.

FARMERS' CALL, Quincy, Ill.

BAPTIST AND HERALD, Dallas, Texas.

LEVEY'S INKS are the best. New York.

AGENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

DIRECTORIES.—Local Directory Pub. Co., Needham, Mass.

BRIGHT, clean and reliable is the SAN FRANCISCO BULLETIN.

THE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

A COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

LOUISVILLE COMMERCIAL pays better than any other Louisville Daily.

AGENTS' names \$1 to \$10 per 1,000. AGENTS' HERALD, Phila., Pa.

SAN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

LARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

COMPLIMENTS OF THE COURIER ORLEANS, Harlan County, Nebraska.

PROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

MOST "Wants," most circulation, most adv's. SAN FRANCISCO CALL leads.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

HIGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

I WRITE (4) satisfactory ads. for \$1.00. BENJ. F. ROWLAND, New Haven, Conn.

55.063 D.; 57,742 S.; 22,846 W.; circulation SAN FRANCISCO CALL.

ADVTs. energized. Pay \$10 or 10 cts., as you decide. F. W. ROCHELLE, Princeton, N. J.

HIGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

CIRCULARS, etc., distributed at \$1.25 per 1,000 through State. B. D. OWEN, Philbrook, Minn.

THE GRAPHIC, Chicago—Successful, progressive, unexcelled. Most value at least cost to advertisers.

THE GRAPHIC, CHICAGO, "the great Western Illustrated weekly." G. P. ENELHARD, Manager.

DAILY REPUBLICAN—Phoenixville, Pa.—Only daily, city of 9,000; proved circulation over 1,300 daily.

BAPTIST AND HERALD, Dallas, Texas. 23,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

96 PLANS a year of city and country houses. Single part, 10 cts. 1 Year, \$1. Address THE BUILDER, N. Y. City.

BILLS POSTED, Circulars, etc., distributed by P. SUTTON, Exeter, Luz. Co., Pa. Faithful work and moderate charges.

TYPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. P. ROWELL & CO., New York.

FAMILY ICE MACHINES.—Ice, etc., in a few minutes. Price, \$10 to \$185. Rights for sale by States. L. DERMIGNY, 126 West 25th St., New York.

WEYMOUTH GAZETTE, CITIZEN, Braintree REPORTER and East Weymouth NEWS (Mass.), consolidated Sept. 27, 1890. See ad. on opp. page.

YOU can own and run a local illustrated paper at a PROFIT. We will tell you how. PICTORIAL WEEKLIES COMPANY, 28 West 29d St., N. Y. City.

UNSWORTH NAILS UP SIGNS, distributes circulars, papers, samples, etc., in Lewiston, Auburn, and surrounding towns. Address J. UNSWORTH, Lewiston, Maine.

TEXAS BAPTIST AND HERALD, Dallas, Texas. The leading Baptist publication of the South West. Now in its 46th volume. Eastern office, 11 Tribune Building, N. Y.

500.000 PROVED CIRCULATION MONTHLY. Advertising rates, \$2.00 per line, agate, one insertion. Try it! THE METROPOLITAN, Box 3,045 N. Y.

DO Editors or Advertisers have indigestion or dyspepsia? Dr. Bronson's Comp. Pepsin Troches surely cure. 25c. by mail. BRONSON CHEMICAL CO., Providence, R. I.

OUR HOMES.—A bright monthly magazine. The best medium for advertisers to reach the homes of the Canadian people. Write for rates. OUR HOMES PUB. CO., Brockville, Can.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

**PAPER DEALERS.**—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK.**

**COLUMBUS, Ohio.**—**THE OHIO STATE JOURNAL.** Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

**THE WEEKLY WITNESS,** New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

**THE VOICE,** published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

**ADVERTISING** matter, circulars, etc., judiciously distributed throughout Vermont and Northern New York State. Correspondence invited. **NEW ENGLAND ADVERTISING AGENCY,** Rutland, Vermont.

**NO** paper goes to a better constituency than the **AMERICAN ELEVATOR & GRAIN TRADE,** for the purposes of general advertisers. We can give you the best service for your money. **MITCHELL BROS. CO.,** Chicago, Ill.

**THE PRICE** of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. P. ROWELL & CO.,** Publishers No. 10 Spruce St., New York.

**I.**—**WONDER** if advertising does pay? Well, here goes a drop in the bucket on trial. I furnish ideas and designs for lithographers, ads and newspaper illustrations. Address **JAMES HANNERTY,** care The National Builder, Chicago, Ills. Certainly.

**WANTED.**—Lowest newspaper rates for advertising the new Puzzle. How to get into the White House (patent applied for). A new amusement for one person. Samples mailed for 15c. Address **PRESIDENT'S PUZZLE CO.,** 228 West 125th St., N. Y.

**A TWO-LINE NOTICE** in **PRINTERS' INK,** under heading of Special Notices, is brought to the attention of over 40,000 advertisers every week for a whole year for \$2; 3 lines will cost \$28; 4 lines, \$104; 5 lines, \$136; 6 lines, \$156; 7 lines, \$182; 8 lines, \$208.

**EXCHANGE.**—Will exchange a paying, weekly, well-equipped office in a good town in Northern Penna. for printing material—body and ad. type or a power press—to the amount equivalent to value of said office. **J. K. SMITH & BRO.,** Monroeton, Pa.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK.** Address: **GEO. P. ROWELL & CO.,** Newspaper Advertising Agents, No. 10 Spruce St., New York.

**THE "Prize Contest Pamphlet"** is now ready and will be sent on receipt of \$1. It contains 130 designs entered for the prizes offered by Geo. P. Rowell & Co. for the best advertisement of their own business. The edition is limited and orders should be in hand as soon as possible.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory: a book of 1,450 pages, price \$5. **G. P. ROWELL & CO.,** Newspaper Advertising Agents, 10 Spruce St., New York.

**\$1,000** IN PRIZES! This sum will be paid for the best editorial notices of **PRINTERS' INK.** Persons who have not read the conditions as published in **PRINTERS' INK** of February 4 can secure a copy by addressing this office. **GEO. P. ROWELL & CO.,** 10 Spruce Street, New York.

**FASHION AND FANCY,** published at St. Louis, Mo., is one of a select list of household and fashion magazines recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

**\$1,000.00** FOR AN EDITORIAL who controls a newspaper will do well to read the offer printed in the issue of **PRINTERS' INK** for February 4th. Circular with full particulars sent on application to **GEO. P. ROWELL & CO.,** Publishers, 10 Spruce St., New York.

**YOU** can reach the most intelligent people of all classes in this city of 25,000 inhabitants in the most effective manner through the columns of **THE MERIDEN (D. and W.) REPUBLICAN.** Always newsworthy, but reliable and clever. You will make no mistake in putting **THE REPUBLICAN** on your list. Address Meriden, Conn.

**THE MEDICAL WORLD** (Philadelphia) can show a larger circulation for each issue for the past three years than any other medical journal in the world. Absolute proof given. No evasive answers. Our books and printing establishment are open to inspection at all times. The best medium in this country to reach the medical profession.

**THIS PAPER** does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

**THE HARTFORD TIMES** leads all other newspapers published in Connecticut in point of circulation, popularity and influence. Hand to any responsible advertising agent, or send direct to the **TIMES,** Hartford, Conn., \$10.00 for a test of its value as an advertising medium. That sum will secure one inch space in daily one month. Estimates furnished.

**NORWICH, CONNECTICUT.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—the newspaper in each place that gives the advertiser the most for his money. On this list **THE BULLETIN,** Daily and Weekly, is named for Norwich.

**THE MEDICAL BRIEF** (St. Louis) has unquestionably the largest circulation of any medical journal in the world. It shows its prosperity on its face. Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.

**THE AGE-HERALD,** Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address **THE AGE-HERALD COMPANY,** Birmingham, Alabama.

**ADVERTISERS** want the most for their money. The **Weymouth GAZETTE (Mass.)** gives this. Read certificate of circulation for past 16 weeks: "We hereby certify that we have printed for the Weymouth Publishing Company since October 1st, 1890, more than 38,000 copies of outside of the Weymouth Gazette, making for the sixteen weeks to date a weekly average of 2400 copies. Yours, **NEW ENGLAND NEWSPAPER UNION.**"

**WHEN** such leading advertisers as Starkey & Palen, Hood, Ayer, Scott & Bowne, W. L. Douglas, Beecham's Pills, Peare's Soap, J. S. Johnson & Co., Fozzoni, Pope Bicycle Co., Hawk-Eye Camera, Scoville & Adams, Anthony, Plymouth Rock Pants and Oliver Ditson Co., patronize **THE ARGOSY,** an average of over \$1,000 each, by the year and renew, is it not the best evidence of the appreciation of it as an advertising medium?

# American Newspaper Directory

FOR

# 1890.

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two Pages. Price, FIVE DOLLARS.

This work is the source of information of Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by

GEO. P. ROWELL & CO.,

PUBLISHERS,

(Newspaper Advertising Bureau),  
to Spruce St., New York.

## THE \$3 LIST

Bargains in Advertising

IN

## Daily Newspapers

IN

Many Principal Cities and Towns.

Advertisers may select any 50 or more Dailies from the list at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 276 Dailies and 250 Weeklies) costs \$750. ~~100~~ For three months, \$2,250, less 10 per cent., or \$2,025 net.

The combined monthly issue of the Dailies is 8,546,600 copies, and of the Weeklies, 2,072,000 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed*.

For any selection of less than 50 of the papers approximately low figures will be given on application.

**THE LIST WILL BE SENT FREE,**

UPON APPLICATION TO

GEO. P. ROWELL & CO.,

Newspaper Advertising Bureau,

10 SPRUCE ST., NEW YORK.

## OVER 300,000 READERS OF PRINTERS' INK.

For the purpose of bringing PRINTERS' INK to the attention of all classes of business men, arrangements have been made to send sample copies at the rate of 20,000 a week until the following lists have been addressed.

In every sample copy sent there will be folded a subscription blank.

For the next three months the circulation of PRINTERS' INK is certain to be more than 40,000 copies, and likely to be less than 50,000 copies, each issue.

The entire circulation is among advertisers, or people who ought to be advertisers.

Incorporated 1885.

RAPID ADDRESSING MACHINE COMPANY,

57, 59 & 61 Park Street.

Trade Lists Compiled from R. G. Dun &

Co's Reference Book.

NEW YORK, Jan. 16, 1891.

Messrs. G. P. Rowell & Co.,

New York City.

GENTLEMEN—We respectfully submit to you the number in our trade lists as requested by you.

Architects.....	3,000
Agricultural Implements.....	13,964
Boiler Makers.....	333
Brewers.....	2,816
Books and Stationers.....	7,800
Boots and Shoes.....	20,200
Car, Ship and Bridge Builders.....	10,100
Confectioners and Bakers.....	1,520
Carriage Makers.....	16,814
Crockery Dealers.....	9,480
Clothiers.....	10,719
Dry Goods.....	13,119
Drugs, rated K and up.....	17,709
Distillers.....	1,580
Engineers and Contractors.....	5,340
Grocers.....	43,435
Men's Furnishing.....	9,586
Hardware.....	12,392
Jewelers.....	20,381
Shirt Manufacturers.....	800
Prom. Insurance Agents.....	22,300
Furniture.....	7,300
Machinery.....	6,400
Men Who Think.....	10,000
Tobacco and Cigars.....	1,000
Investors.....	15,000
Board of Trade.....	32,000
	307,517

Will address your Wrappers, 20,000 per week.....at \$2 00 per M  
Wrap and Mail....." 1 00 "

\$3 00

Yours truly,

F. D. BELENAP,

Rapid Addressing Co., 314 Broadway, N. Y.

NEW YORK, January 16, 1891.

Rapid Addressing Co.,

314 Broadway, New York City.

GENTLEMEN—We have your favor of even date.

Please go ahead with the work of addressing wrappers for us to the trade lists named by you—307,517 names; to be delivered in lots of 20,000 each, one lot each week until the lot is finished; the first lot to be delivered on the 24th inst. Very respectfully,

GEO. P. ROWELL & CO.

Advertising rates in PRINTERS' INK are 50 cents a line, or \$100 a page, each issue.

## A PRIZE CONTEST.

A Collection of some of the entries  
made for the \$50 Prize offered  
by the Advertising Agency of  
Geo. P. Rowell & Co. for the  
best advertisement of their own  
business.

PUBLISHED BY  
GEO. P. ROWELL & CO.,  
NEW YORK.

## THE PRIZE CONTEST PAMPHLET

is ready. It consists of seventy eight pages, the size of PRINTERS' INK, bound in neat paper covers, and contains a selection of one hundred and thirty of the more meritorious designs submitted in competition for the prizes of fifty and twenty-five dollars, offered for the best advertisements of Geo. P. Rowell & Co's Newspaper Advertising Bureau.

In the matter of arrangement and display great variety is shown. All of the advertisements are suggestive. Most of them can be adapted to announcements of other businesses, with little or no alteration. Some of them are striking examples of what to avoid—and knowing what *not* to do is often the means of attaining the best results.

The "ads." are set, for the most part, in the commoner sorts of type and could be reproduced, or very closely imitated, with the limited fonts at the command of the average newspaper.

The pamphlet will aid an advertiser in determining what display and what types to use in the construction of his advertisements, and will enable him to make his printer understand, clearly and at once, just what is wanted.

You can get for one dollar what we paid seventy-five dollars for, by enclosing a dollar bill, with a request for a copy of the "Prize Contest" pamphlet, in an envelope addressed to

**GEO. P. ROWELL & CO.,**  
10 Spruce St., New York.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale Price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, FEBRUARY 18, 1891.

OF this week's issue of PRINTERS' INK, 42,000 copies are printed.

THE largest order for a single advertisement in one paper, before the war, was given by the Fairbanks Scale Co. to the New York *Tribune*, and it amounted to \$3,000.

THE prize contest conducted by W. Atlee Burpee & Co., through PRINTERS' INK, resulted in their receiving 689 entries, representing 247 competitors. Besides awarding the \$75 originally offered, Mr. Burpee gave \$185 in special honorariums, as he announces on another page in this issue. Out of all these entries, he awarded the first prize to Messrs. Wm. Johnston and Geo. F. Nelson, two compositors on PRINTERS' INK. In all, he has accepted and paid for thirty-two separate advertisements.

"THEY DON'T DENY IT."—"The most eminent jurist now living is our President, Benjamin Harrison," once asserted an Indiana lawyer to a gathering of legal lights in the hotel smoking room.

"Oh, judge, you can't prove any such statement as that," was the immediate response.

"I don't have to prove it," answered the judge, with a twinkle in his eye; "Harrison admits it."

It would seem that the Philadelphia advertising agency on the first page of this issue is also willing to plead guilty; but not, we fear, with such good reason.

It is one thing to pick flaws in a published advertisement and an altogether different matter to originate something better. As a rule, the bitterest critics of the efforts of others are those whose own ideas are the most unreliable as to what constitutes a desirable newspaper advertisement.

In the line of whimsicalities a startling example is a corset advertisement put out by Frank Scott. Its heading, "The Last Stagger," is set in a condensed 12-line letter placed at an angle of 45 degrees which serves to give the desired "out all night" effect. The application is made as follows: "We say the last stagger, because we're tired of carrying over 400 corsets." Type-torturing, as a rule, is to be avoided. The plainer the announcement is typographically the stronger and easier it is to read.

IN patent medicine advertising one of the oldest and most familiar methods is to paint a harrowing picture of the disease for which the medicine advertised is a cure. The symptoms are given, but care is taken to state them in a general way so that they will apply to almost any person in perfect health. Then, when the reader's imagination has been thoroughly worked upon, the medicine itself is described as the sufferer's only hope. No doubt these methods have sold a great many bottles of patent medicine. But they have also given the advertising columns of newspapers the reputation of being a collection of horrors. Another style, growing out of the "before and after" idea, is to omit the "harrowing details" altogether and print only the pleasant part of the advertiser's story.

The plan is to make an agreeable impression upon the reader, rather than to fill him with disgust and repugnance. Some of the best of the Hood advertising has been of this character, and the portraits of healthy children which have appeared in the advertisements of Mellen's and other food preparations have undoubtedly made a hit. The advertiser, of course, does not neglect to add that their healthy appearance is due to the use of his preparation. The difference between these two methods is the difference between bulldozing a man into doing a thing and in drawing him on by gentle persuasion. You can lead a horse to water but you can't make him drink.



A POSSIBILITY IN ADVERTISING.



**Money Is Tight.**

A fact which has led us to Mark-Down our Goods, etc., etc.

## EVOLUTION IN NEWSPAPERS.

By A. L. Teale.

The advent of the New York daily *Continent* in its reduced size of page is worthy of commendation. If it keeps up an ordinary standard as a *newspaper*, it can hardly fail of substantial and increasing patronage by the reading as well as the advertising public.

There is a manifest tendency on the part of both classes to demand compactness in every kind of publication. Before this growing wave of sentiment the metropolitan newspaper, as well as trade journals, must bend or break.

The advertiser will be the gainer, because small spaces on small pages have equal prominence with large spaces on large pages.

The eternal struggle for preferred positions will cease, and both advertiser and publisher will be glad of the relief. If twenty-four smaller pages are printed in place of twelve large ones, there are double the number of preferred positions and less reasons for demanding them.

The publisher will be the gainer, since by reducing the size of advertisements he can get proportionately higher rates per line.

The reduction in space will result in a saving in composition, paper bills and postage.

The saving in bulk will permit the using of a better quality of paper, which will gratify the reading constituency, as well as those advertisers who have a desire to use cuts or light-faced type.

So much for the newspaper.

The trade paper publishers must see the handwriting on the wall, or else give way to the more modern and enterprising competitor.

No branch of journalism has developed more rapidly during the past ten years than the trade publication.

Scarcely a field of any importance is now without its special representative paper, and few are aware of the remarkable fecundity which has characterized this class during the last year or two.

To be convinced of this, one has only to visit the offices of the manufacturers and the stores of all branches of trade. It is not an uncommon thing to see, piled in a corner, a heterogeneous mass of multi-colored trade journals, half of which are in original wrappers, evidently unread, unsolicited and unappreciated.

New publications spring up and flood the country with sample copies, each having more or less pretensions to merit, and having usually, it must be admitted, a fair advertising patronage.

It is no reflection on the legitimacy of these publications that they find such an ignoble end. It is the result of the conditions which they prescribe for themselves. Busy men cannot afford the time required to examine a dozen or twenty periodicals; therefore they seldom pay attention to more than two or three of the best.

This plethora of publications will bring with it its own remedy. The sifting process will begin, and it will result, as ever, in the survival of the fittest.

But which will be the elect?

I reply, that publication which is first to abandon its unwieldy, bulky "trade paper" size, and conforms to *magazine* proportions.

The same arguments will apply here that have been quoted in favor of reduced sizes for newspapers.

To all these, add still other reasons in the case of trade journals.

A leading argument used by trade papers, especially those of monthly issues, is that an advertisement in their columns lasts for a month, and has the merit of *permanency*.

This would be true oftener if the size and make-up permitted convenient filing, or, better still, binding in book form.

The trade journal that adopts the magazine size will stand a better chance of being accorded a "preferred position" on the merchant's desk; and, if properly condensed and classified, should be a current trade directory, which is the highest position of honor that any such publication could hope to reach.

In magazine form it could be taken home in the pocket, read on railways, become more salable on news stands, and, in time, might hope to gain an entree into the family circle, thereby increasing its field for usefulness, and accordingly widen its range of advertising patronage.

The trade journal that adopts this reform will be lifted up out of the ranks where competition is now so keen, and find itself occupying a higher plane.

Advertisers will discriminate in its favor and cheerfully accord it patronage which otherwise might be difficult to secure. There is certainly room for the high-grade trade magazine.

# Warner's Safe Cure

*Ask your friends and  
neighbors about it*



\* \* \* We think Kellogg's Lists very valuable; they are indispensable to the general advertiser. Our satisfaction with results is shown in the fact that after ten years' use we still continue with you.

H. H. WARNER & CO.

ROCHESTER, N. Y., May 20, 1890.

**BEATTY** PIANOS, ORGANS. Bargains. Dan'l F. Beatty, Wash'ton, N. J.

**WOOD ENGRAVING** PETRI & PELS  
CATALOGUE 1898 NEW YORK

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

**CUSHMAN** DISTRIBUTES CIRCULARS OR PAPERS anywhere in Rutland Co. \$1.00 per 1,000. Refer to Pat. M'r. R. E. CUSHMAN, Poultney, Vt.

**HOKE** places SIGNS on Railroad fences in Chicago and vicinity, and keeps them there during the time agreed upon. Most effective advertising for a staple article. S. W. HOKE, 225 Dearborn St., Chicago.

## Land Companies.

I will insert a 6-INCH advt. in 140 weekly newspapers in New England—principally located in overcrowded manufacturing towns—**ONE MONTH for 214.00.** It will pay you to write me.

**B. L. CRANS, 10 Spruce St., N. Y.**

## ILLUSTRATED ADVERTISEMENTS,

THE WHOLE THING COMPLETE, Idea, Writing and Drawing. I make them for Pearlina, Dr. Pierce, Chicago Corset Co., and others.

F. CROSBY, 322 BROADWAY, N. Y.

*Lessons at Home*

**50 SUBJECTS.** Many delightful courses of reading. Books, etc., free to members. For terms of mem. and cir., address HOME CULTURE CLUB, Box 1771, Boston.

**103,723** NAMES of wives of prominent citizens in 28 States, New, accurate, neatly gotten up. The best list on the market.

**524,969** NAMES of FARMERS in New York, Penn'a and 12 Western States. Sheets can be used in a mailer. Very cheap. For sample sheets of the above and prices, address ALFRED A. BORN, Publisher, 6 Clinton Place, N. Y. City.

Dodd's Advertising Agency, Boston.  
265 Washington Street.

**Send for Estimate.**

RELIABLE DEALING. CAREFUL SERVICE.  
NO LOW ESTIMATES.

## Do You Travel?

IF SO, the exact local railroad fares, distances and connections between all business towns throughout the U. S. and Canada, with populations, hotel rates, and number of firms engaged in the different lines of trade in each, cannot fail to be interesting to you. "GIBB'S ROUTE AND REFERENCE BOOK" gives this. Specimen pages sent free.

**GIBB BROS. & MORAN, New York.**

**"I Write Adv's"** for general advertisers. Pamphlets, Circulars, Letters. "Rates reasonably high." **GEO. W. ELLIOTT, Rochester, N. Y.**

## Books

New Issues every week Catalogue 132 pages free. Not sold by Dealers; prices too low. Buy of the Publisher, **John B. Alden, 333 Pearl St., New York**

**FREE** Three \$50,000 National Banks in good North Texas towns, organized by us, now net 12 to 22 per cent. free of taxes. Beat big banks in cities. Rate higher, security better. Country fertile, crops good (cotton, wheat, corn), people prosperous. Local business men interested. Many New England stockholders. 25 years' residence in Texas. Another similar bank now organizing, stock par—\$50 and upward, gold. Circulars, statements, maps free. **JOHN G. JAMES, PRES'T CITY NATIONAL BANK, Wichita Falls, Texas.**

## MONEY CAN BE MADE

If you have a good article to sell, by advertising in newspapers. So advertisers say. How did they do it? Write to us about what you have to advertise, and we will tell you how and whether NEWSPAPERS ARE LIKELY TO PAY YOU.

**J. L. STACK & CO.** Newspaper Advertising Agents **ST. PAUL, MINN.**

**AUSTRALIAN.** Before fixing up your advertising, Australian contracts for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. **F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.**

## PRIMERS

such as merchants and manufacturers use to help sell specialties; Spring Trade Circulars and Season Announcements—I write them, and get them up in novel and original styles.

**A. L. TEELE, Writer of Advertising, 35 W. 33rd St., New York.**

## MOSES TRADDLES.

For seventy cents will be mailed, post free, to any address, a copy of the Sketches and Poems of Moses Traddles. The latest work of its kind.

Dealers who wish copies will be supplied wholesale at the rate of \$6.00 a dozen; expressage collect. Address all communications, **THE TRADDLES CO., Cincinnati, Ohio.**

NEWSPAPERS



MAGAZINES

COUNTRY!!

### TO EDITORS:

If the address of "The Press Clipping Bureau, P. O. Box 197, Boston, Mass.," is not on your mailing list, it should be put there at once, that your editorial opinions, comments, criticisms, etc., may be called to the attention of our customers in public or professional life, and that you may have the chance of being quoted by the eighty class and trade papers for which we act as exchange editors.

It is generally agreed that "credits" give one of the best ways to advertise a paper.

We put out more than a million "credits" a year, i. e., circulate more than a million credited clippings.

Give us the chance to extend your influence and advertise the name of your paper.

ROBERT and LINN LUCE.

## Largest Circulation.

THE PRESS UTICA, THE PRESS N. Y.

Bright,

Newsy,

Enterprising.

IF YOU ARE THINKING OF  
**Advertising in England,**

we shall be pleased to correspond, to quote, or to advise. We already act for numbers of leading American firms. Shall we hear from you?

## SMITH'S Advertising Agency,

139 FLEET ST., E. C.,  
LONDON, ENG.

"SUCCESSFUL ADVERTISING"  
(11th Edition)

Is the best guide to British advertising.  
Sent prepaid for 50 cents.

## SPENCERIAN STEEL PENS

ARE THE BEST

FOR *Expert Writers.* No. 1.



FOR *Accountants.* No. 2.



FOR *Correspondents.* No. 3.



FOR *Rapid Writing.* No. 35.



FOR *Engraving.* No. 36.



Sold by **STATIONERS** everywhere.

Samples **FREE** on receipt of postage 2 cts.

**SPENCERIAN PEN CO.,**  
810 Broadway, New York.

## WRITE IT IN THE CONTRACT:

"Circulation to be proved above  
50,000, or no pay."

THAT IS

## THE TEACHER,

*A Journal of Education and Pedagogy.*  
(Monthly, except July and August.)

THE TEACHER is emphatically the journal of cultured and progressive professional teachers and school officers. It represents the highest plane of educational journalism. As has been said by high authority, "THE TEACHER is as good as any purely educational journal can be."

### RATES (Invariable):

Per line, \$ .40 Per inch (12 lines), \$ 4.50  
" col. (10 in.), 40.00 " page (3 cols.), \$120.00

### Discounts for Continuance:

3 times, 10 per cent.; 6 times, 15 per cent.; 10 times (the year), 25 per cent.

No advertisement not absolutely unquestionable, in fact or character, will be received.

THE TEACHER, 3 East 14th St., N. Y.

# The Daily Continent

Successor to "The Star,"

## NEW YORK.

16 pages, 5 columns to page, Daily.  
**2 Cents.**

32 pages, 5 columns to page, Sunday.  
**5 Cents.**

16 pages, 5 columns to page, Weekly.  
**\$1.00 per Year.**

The "new departure" in journalism and praised by everybody. A leader of a new day. "Unique and handy." "Why didn't somebody think of it before?" Compliments and praises by the thousand. Sample copies free.

**FRANK A. MUNSEY, Publisher,**  
239 Broadway, corner Park Place,  
NEW YORK.

H. P. HUBBARD, Manager Advertising Department; also of *The Argosy* and *Munsey's Weekly*. Two leaders of their kind.

## SOME

### ADVERTISING

### AGENTS

have said that we give the lowest rates to be obtained on Home-Print Country Weeklies.

## WE THINK

### THIS MAY

### BE TRUE!

Absolute proof that advertising charged for has been done is furnished each customer by showing one copy of each date of papers on our bills.

## NO PAPER SHOWN,

### NO PAY REQUIRED.

Who offers more satisfactory proof?

**NELSON CHESMAN & CO.**

ESTABLISHED 1874. INCORPORATED 1888.  
Newspaper Advertising Agents.

Business Office, 1127 Pine St., St. Louis, Mo.  
Branch Office, 34 Beekman St., New York City.

## ST. LOUIS JOURNAL OF AGRICULTURE

Guaranteed 41,750 } Weekly  
TO PAID IN ADVANCE SUBSCRIBERS. Issue

We will **GUARANTEE**  
**41,750** copies to Paid Subscribers and 6 times more circulation to Paid Subscribers than any weekly agricultural paper in St. Louis, or ask no pay for advertising.

**WE ISSUE** from 35 to 50 per cent. more papers to Paid Subscribers every week than any paper of our class west of Ohio.

See the Advertising Agents for terms, or  
—address—

**Journal of Agriculture**  
**ST. LOUIS, MO.**

# PRINTERS!

Why not pay cash  
for your Inks?

Why not take advantage of the discounts offered to cash buyers by an old established company, having a one-price system?

*If you are*  
*a large consumer,*

this saving alone will enable you to add more machinery to your plant, thereby increasing your facilities for doing a larger business.

*If you intend ordering Ink*

of any grade or color, it will pay you to send for Special Prices and Discounts for cash.

### ADDRESS

**W. D. Wilson Printing Ink Co.,**

LIMITED,  
140 William St., New York.

# THE TOLEDO BLADE,

(DAILY AND WEEKLY.)

TOLEDO, OHIO.

Circulation of  
DAILY BLADE  
Last Week.

12,100  
12,100  
12,100  
12,100  
12,100  
12,150  
14,200  
74,750

No other Daily paper in North-western Ohio has half the above circulation.

No other Daily paper in the world has so cheap advertising rates for the circulation. Only \$40.00 per inch per year for display space, without position, being less than 1-17 of a cent a line a thousand circulation. Preferred position, \$50.00. Want notices, four lines or less, only ten cents a day.

Circulation of the  
WEEKLY BLADE } 111,000  
Last Week.

The Weekly Blade is one of the few great Weeklies with circulation always above 100,000. No other weekly paper in this country has held its circulation above 100,000 so many consecutive years as the Toledo Weekly Blade.

For estimates on advertising in either edition, address

**THE BLADE,**  
TOLEDO, OHIO.

February 9th, 1891.

## ALLEN'S MILLION!

The periodicals of **ALLEN'S LISTS** reach nearly or quite one-fifth of the rural population of the United States regularly, and over one-fifth in the course of every year. Tens of thousands take no other paper at all. Hundreds of thousands take only their local paper in addition. **The shrewdest leading advertisers are uniformly found in ALLEN'S LISTS.**

### THE TEST.

Those whose business is of such a nature that they can trace their returns to the mediums that influence them, find that **ALLEN'S LISTS** lead all the rest. A number of proprietary medicine houses, such as Wells, Richardson & Co., and Scott's Emulsion, took special means of making such tests. The result has uniformly been large, continuous contracts. We court the test; it is a race we like to enter, especially in company with the fastest of the gilt edged.

Should less than one million copies be printed and circulated, of any month's issues, I agree to give to each advertiser a discount in exact proportion. **THIS HAS BEEN A STANDING OFFER FOR YEARS. IT IS UNPARALLELED. NO OTHER PUBLISHER HAVING MADE A SIMILAR OFFER.**

Forms close the 18th of each month, prior to the date of the periodicals.

**E. C. ALLEN,**

PROPRIETOR OF ALLEN'S LISTS,

Augusta, - - - Maine.

### ILLUSTRATIONS IN ADVERTISEMENTS.

"There has been a noticeable boom of late in the popularity of pictorial advertising. Probably the effective use which has been made of catchy drawings by Sapolio, Rogers, Peet & Co., Pearlina, etc., has had much to do with setting people in this direction. The style has not yet been 'run into the ground,' and certainly presents a broad field for bright advertising men. Local advertisers, particularly, ought to be able to use sketches much more generally than is done at present. A wide-awake man who introduces this style into a locality where it has not been made too familiar may count upon creating something of a sensation locally. It is necessary, however, that the drawing should be good, the humor light and inoffensive, and the point not obscure."—Editorial from **PRINTERS' INK**, Jan. 31, 1891.

[A wide-awake man who wishes to introduce this style and create a sensation, should subscribe to the *American Advertiser* (a paper which furnishes retail dealers with advertisements written by experts and ready to use), which gives two advertising cuts as a premium to each annual subscriber. It also has a form of subscription by which, by paying \$10 a year, the merchant receives two entirely new advertising cuts each month during the year. Sample copies, 20 cents. Trial subscription, 6 months without premium), \$1.00; one year, (with two single column cuts), \$20.00. JNO. K. ALLEN, 559 ROOKERY, Chicago.

1891

THE

## NEW YORK LEDGER

The Illustrated National  
Family Journal of TO-DAY.

THE GREAT MEDIUM for reaching the  
HOMES of the PEOPLE in the  
UNITED STATES and CANADA.

**"Goodness! How She Grows!"**

**19,681**

Copies of the January, 1891,

## FARM-POULTRY

We were Compelled to Print.

**ADVERTISERS ARE YOU AWARE**



how many families, of the well-to-do, purchasing classes, living within ten miles of all large cities, in the suburbs of large towns, in villages (as well as live farmers) keep a few hens?

**THEY ARE A  
BUYING PEOPLE.**

**Moral: Advertise in  
Farm-Poultry.**

For Rates and Sample Copy address  
**FARM-POULTRY, 22 Custom House St.,  
BOSTON, MASS.**

**Smoother than Gold  
More Durable than Pure Steel**

# **TADELLA**

**ALLOYED-ZINK**

# **PENS**

**Is a Better Pen  
Worth Trying?**

**Buy of Your Stationer, or send  
10 cts. for Sample Doz.**

## **TADELLA PEN CO.**

**ST. PAUL, MINN.**

**DO YOU** remember reading this:—

"The returns from religious papers come rather slow, but are from a splendid class of people, who, when once secured, make good customers."

—*John Lewis Childs.*

This was in **PRINTERS' INK**, Jan. 28, and is the verdict of a man who spends thousands of dollars every year in advertising.

He uses some of our papers.

## **WHAT ARE YOU DOING**

to secure these "good customers"?

**Sunday School Times,**  
PHILADELPHIA.  
Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger  
Episcopal Recorder.  
Christian Instructor.  
Christian Statesman.  
Christian Recorder.  
Lutheran.  
**BALTIMORE.**  
Baltimore Baptist.  
Episcopal Methodist.

**One  
Price  
Advertising**

**Without Duplication  
of Circulation**

**HOME 14 BEST  
JOURNALS WEEKLIES**

**Every Week  
Over 250,000 Copies**

**Religious Press  
Association  
Phila**





728

A HIGH GRADE  
Falcon Pen, equal to the  
Best, 40c. per gross, p.p.



You Name the Pen

We Quote the Price



Miller Bros.' Falcon, No. 87.....	50c.	per gross, post-paid.
Esterbrook's Falcon, No. 048.....	50c.	" "
Lawrence & Co.'s Falcon, No. 728.....	40c.	" "
Gillott's No. 404.....	50c.	" "
Gillott's No. 303.....	90c.	" "
Spencerian (any No.).....	90c.	" "

Stamps taken.

We can save you money on these or any other pen. You name the pen and we will quote the price. Address

H. H. LAWRENCE & CO.,  
Bank Supplies, Saratoga, N. Y.

## THE MAN WHO DRIVES THE HEARSE

"Is Not In It."



And you may think it is the same with us; but nevertheless we consider it a loss of time to discuss the amount of money spent last year for advertising; but a question of importance to every advertiser is, How can I this year get equal returns for less money?

SOME ONE IS GOING TO

Save 99 Per Cent.

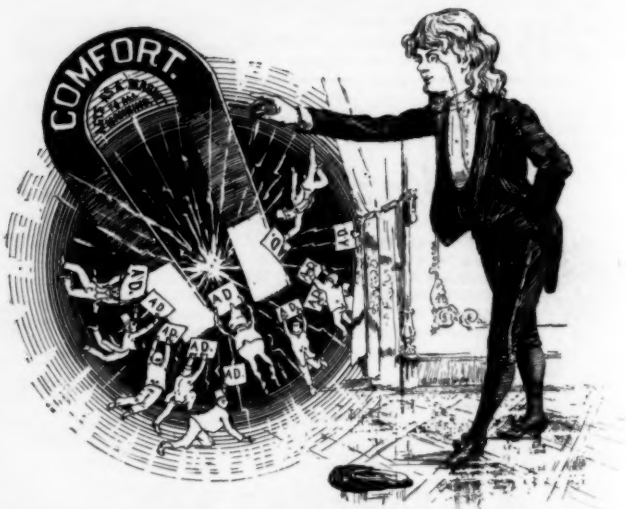
Of their outlay without decreasing their returns by using the Sidewalk Printing Machines.

In comparison with some of your advertising investments of last year, would not cards, 3 feet by 6 feet, printed on the sidewalk, where they are bound to be seen, be good value at 10 cents each? They will cost you

Less than one-tenth of a cent each.

We are offering for sale territorial rights for this machine in the United States, England, Canada, etc., on a basis of 2 cents per hundred of population. No territory sold for less than \$100. A suitable reduction will be made to any one taking any considerable part or the whole of the territory offered. Make application at once, for on these terms it will not be in the market long.

DIGNAM & COX, Agents,  
39 Yonge Street, Toronto, Canada.



## A \$50.00 PRIZE CONTEST FOR PICTURE ARTISTS PARTICIPATION.

Although COMFORT in itself is a DISTINGUISHING MARK, the attention it has attracted in its two short years of life suggests that it should have a symbolic TRADE MARK as well. The above cut outlines an IDEA that we wish to have engrained in a condensed combination of COMFORT'S MINATURE MAN AND MAGNET as it acts on ALL mankind.

### AS TO PRICE

simply desire to have it perfected, adjusted or worked up, and developed for all that it is worth, and we are willing to pay for it.

We want a first-class A No. 1 Trade Mark, something that will SHOW ON THE FACE OF IT AT FIRST GLANCE that it is a Trade Mark, and one that cannot be mistaken for any other Trade Mark, in fact a MARKED Trade Mark that will not only be a *Comfort* to us but that will speak a GOOD WORD and be an ATTRACTION, no matter whose attention is drawn to it.

The prom in be worked up MAN—while lions in the ad say COMFORT is a Dandy, it certainly is NO DUDE; so we do not hold to it that our young man should be either a Little Lord Fauntleroy or a first-class Dude—he wants to be a bright, wide-awake, active appearing youth, with a happy, ruddy glow to his physiognomy, and the artist who can best portray this idea and catch him in the proper, most taking position, either holding the Magnet or have him combined with the Magnet in active working order, will best supply our want and secure the \$50.00 prize.

We find \$50.00 to be the going price offered for good Ideas, so have fixed upon that amount, although WE HAVE the Idea—the happy thought so often spoken of—and or worked up, and developed for all that it is worth, and we are willing to pay for it.

WHAT  
WE WANT.

### HOW WE WANT IT

ent feature to is the YOUNG all of our patrons vertising line

Possibly you can illuminate my countenance, dress me up and make quite a young man out of me. At least you can use me as an experiment if you so desire.



### SIZE AND SHAPE.

We would like to have designs made so they can be reduced to 1 1/2 x 3 inches in order to be gotten into 1/4 page of PRINTERS' INK, and if there are designs or parts of designs sent in which are not accepted as THE TRADE MARK, but which can be used in any way by us, we will pay \$5.00 each for the same. CLOSE TIME MARCH 10TH. We shall expect two electros furnished of the one that is accepted.

For further particulars address  
THE GANNETT & MORSE CONCERN,  
AUGUSTA, MAINE.



### *Bringing the Subject Home.*

"Mamma, isn't there a children's story in *THE GOLDEN RULE* this week?"

"Yes, dears; you shall hear it in a moment. I want to make a note of a new style of library lamp that is advertised here. It is just what I have been looking for, to give papa on his birthday. I always feel safe in answering advertisements in *THE GOLDEN RULE*, for I am sure they only accept reliable firms."

\* \* \* \* \*

On March 17th the advertising rates of *THE GOLDEN RULE* will be increased to 50 cents per agate line. Discount allowed on large amounts of space. Sworn circulation, **60,000** weekly.

Address

THE GOLDEN RULE CO.,  
Boston, Mass.



## FIGURES DON'T LIE,

Neither can you bribe the P. O. to give you a receipt for more postage than you pay. In **PRINTERS' INK**, issue of January 7th, 1891, we gave a detailed statement showing the postage paid on the **SATURDAY BLADE** for each separate week for 1890—the last week for 1890 being over \$100 more than the first week. Here are the figures for the first six weeks of 1891 up to date.

Before printing from web presses our paper ran 115 lbs. to the 1,000 copies. Now it runs 120 lbs. to the thousand. Weigh up a number of copies of the **SATURDAY BLADE** for yourself.

Date of Issue.	No. of Lbs.		Postage Paid.
Jan. 3d	17,439	a 1 c	\$174.39
" 10th	18,349	a 1 c	183.49
" 17th	19,799	a 1 c	197.99
" 24th	20,077	a 1 c	200.77
" 31st	20,442	a 1 c	204.42
Feb. 7th	21,126	a 1 c	211.26
<b>Total</b>	<b>117,232</b>	<b>a 1 c</b>	<b>\$1,172.32</b>

117,232 lbs. divided by 120 lbs. to the thousand equals 977,000 copies for six weeks, or an average of 162,833 copies per week. For the last week we mailed 21,126 lbs., or 175,916 copies, and the growth is greater now than ever before.

At the present rate of increase we will be printing 200,000 copies per week on the **SATURDAY BLADE** long before April 1st, when the advertising rate will be increased 40 per cent. The **SATURDAY BLADE** is not yet three years old, but has a proved paid circulation of nearly 200,000 copies per week.

Less than one year ago the gross advertising rate was 60 cents, now \$1, and in less than 60 days it will be \$1.40 per agate line; yet the rate at \$1.40 will be 30 per cent cheaper than the 60 cent rate, taking circulation into consideration.

The **CHICAGO LEDGER** has a **PROVED** paid circulation of 80,000 copies per week. It is sold on Wednesday by the same 6,700 newsboys and agents that handle the **BLADE** on Saturday. The growth on this paper will doubtless be greater in proportion than on the **BLADE**, as the boys and agents have only been selling it for two months, and just beginning to get a trade worked up. The rates on the **LEDGER** will be increased 40 per cent at the same time as the **BLADE**.

NET RATE for large or small orders for 30 days:

The **SATURDAY BLADE**, 70 cents per agate line.

The **CHICAGO LEDGER**, 35 " " " "

The **BLADE** and **LEDGER** combined, \$1.00 per agate line.

Apply for space to any responsible agency or to the publisher,

W. D. BOYCE,

116-118 Dearborn St., Chicago, Ill.

ESTABLISHED 44 YEARS.



Does It Pay?

**"Better Than Any Daily in the U. S."**

THE way advertising pours into the columns of the *Philadelphia Item* surprises some people. But it ceases to surprise them when they find out how large its circulation is. Here are the actual figures for the past year as sworn to by the business manager of the paper:

Daily Circulation,	-	-	-	-	-	174,419
Sunday Circulation,	-	-	-	-	-	174,209
Weekly Circulation,	-	-	-	-	-	42,157

## A HOME OPINION.

203 N. 9th St., Philadelphia, July 29th, 1889.  
S. C. BECKWITH, Esq., 48 Tribune Building, New York.

Dear Sir: In reply to your inquiry of the 23d inst., as to our opinion of the PHILADELPHIA ITEM as an advertising medium, we beg to state that it pays us better than any daily newspaper in the United States. We only seek the best mediums, and are using many of the largest and so-called best, but none of them approach THE ITEM in actual results. If you would give us more such mediums at the same rates we would quadruple our contracts with you.

Very truly yours,

MONTGOMERY &amp; Co., Patent Medicines.

No guess-work about this! The Item PAYS! Advertisers KNOW it pays! and furthermore they know WHY it pays! Circulation tells! Over 174,000 copies Daily! 174,000 Sunday! 45,000 Weekly! Take any or all at 30c. a line each transient, or 25c. a line by the year. Reading notices 75c. to \$1.50 a line.

**237 ANSWERS.**

PHILADELPHIA, Aug. 2, 1889.  
My Dear Item: Yours is the BOSS paper. We have had 237 answers to our want ad. Please stop it at once and you will be blessed by  
JOHN HINES, 40 N. 39th St., West Phila'da.

Orders may be booked through any responsible agency in the United States, Canada or Great Britain. Address THE ITEM, Philadelphia, Pa., or

**S. C. BECKWITH,**

Sole Agent for  
Foreign Advertising.

## Miscellanies.

The kittens grope and tumble around  
Ere they get their eyes asunder;  
And where the dickens they are, to them  
Must be a nine-days' wonder.—*Puck*.

A barking dog cannot bite, but the trouble is that he is likely at any time to stop barking and take a piece out of your leg.—*Somerville Journal*.

"Did the fish man have frogs' legs, Bridget?"

"Sure I couldn't see, mum; he had his pants on."—*Life*.

Wool—Why did Bagley fail in his country paper enterprise?

Van Pelt—He struck a town where the people were all first and second cousins; they knew all the news a week before he could get hold of it.—*Harper's Bazaar*.

A Foolish Idea.—Caller: What do you think of the Berlin idea of uniforming reporters?

American Editor—Put reporter in uniform? Nonsense! Uniformed reporters would be of no more use in detecting crime than so many policemen.—*New York Weekly*.

A farm journal said: "There is going to be more money in poultry than heretofore." The next day a farmer's wife found a nickel in a chicken's crop, and told her husband that it was the first time she ever saw anything reliable in an agricultural paper published in a big city.—*Ex*.

S. S. Teacher—What became of the devils after they were cast out?

Mission Pupil—Give it up, Boss.

S. S. Teacher—They entered into a herd of swine.

Mission Pupil—Say, Boss, don't guy a cove; isn't P. T. Barnum's name signed to that?—*Puck*.

"What 'tarnal liars newspapers be," exclaimed Podsnap. "You can't believe a blamed story they tell nowadays."

"Why, Mr. Podsnap," said Mrs. P., "what awful story hev they ben tellin' naow?"

"This paper, Euphemias, says that a count or something has jest blowed out his brains after blowin' in all he had at Monte Carlo."—*Chicago Times*.

It is said that Daniel Webster was the first editor of the first college paper published in this country, the initial number appearing at Dartmouth in 1800. Daniel was a great orator, but he didn't know much about editing a college journal. He'd write a two-column editorial without once dragging in the names of Socrates, Demosthenes, or any other of those old fellows who lived before the war.—*Norristown Herald*.

WHERE THE FUN DOES NOT COME IN.  
Tobogganing down on a slippery slide

Is the

blissfullest

kind of

bliss;

But it isn't so funny when you strike a stone

And land

on

your

head

like

this!

—*New York Herald*.

Plane Enough.—"What an uneven publication *Punch* is!"

"I don't know; I think it flat enough."—*Drake's Magazine*.

"To what do you attribute the curative properties of your pills?"

"Well," answered the proprietor, thoughtfully, "I fancy the advertising I've done has had something to do with it."—*Ex*.

No Longer Protected.—He: You don't seem to skate so often this winter as you used to, Miss Turner.

She—No. The fact is, since bustles went out I have been rather afraid of going on the ice.—*Life*.

Eminently Capable.—"They ought to put a new inscription on these telegraph messenger boxes."

"What should it be?"

"You press the button; the boy will take the rest."—*Harper's Bazaar*.

"Look here, Mr. Scribe, your paper says that my lecture is to be a comic one, and it isn't so."

"Then, my dear sir," returned the editor, "you must make it comic. This journal never makes mistakes."—*Harper's Bazaar*.

Journalistic Loyalty.—Lucy (indignantly): To think of our names appearing in the paper—your paper—as being engaged! And there's not (sob) a word of truth in it!

Von Faber (calmly)—Then, as a loyal scribe, let us make it true. Will you be my wife?

Lucy (faintly)—Well—for the dreadful paper's sake—yes.—*Pittsburgh Bulletin*.

What Caused the Trouble.—Bloomberg: I thought you and McMackin, the alderman, were great friends.

Pennibs (an editor)—We were until McMackin got married.

Bloomberg—Both loved the same woman, eh?

Pennibs—No, that wasn't it. When he was married I wrote an account of it for my paper, and wrote the caption, "An Alderman Takes a Bride." Well, the compositor thought he knew enough about aldermen to put a "b" in place of a "d" in the word bride, and now McMackin is suing me for damages.—*Munsey's Weekly*.

### THE MODERN "AD."

The old hauteur with which the advertiser telephoned to the public from superior heights is done away; he who has wares to sell nowadays descends from his altitudinous R-sinante, and mingles with his patrons on terms of equality and long time. His vocabulary also hops from its stilts and accompanies him. The most accepted form of advertising nowadays runs thus:

"Good evening! Do you ever blow your nose? Get Bump's Pat. Swipes, and be blowed."

"Ah, there! If you don't wear pants, you will get cold and be frowned upon. Blarney Stone Pants will keep you in good health and society. Pair to order for two-cent stamp."

"Take a tumble to yourself! Rinx's Roller Resort furnishes pads with every pair of skates."

"Don't be a darned fool and wear resurrected socks, when you can get new ones for five cents a dozen from Moneymaker. (Postage stamps taken.)"

"Where did you get that hat? We give those away at Tiler's, where you can also buy decent hats."—*Puck*.



## A PLAN OF ADVERTISING

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If you wish a plan of advertising prepared to cover  
an investment of

**A Hundred or      Five Thousand or  
A Thousand,      Fifty Thousand  
Dollars,**

In a designated State or a designated Section,

**To be done  
In a month  
Or a year,**

We will prepare an advertisement to be used,  
Name the papers that should be used, and  
Tell the prices that should be paid.

For this service we will make a proper and reasonable charge, and you will be at liberty to do the advertising by direct contract with the publishers, or through any advertising agency, or not to do it at all.

Address—

**GEO. P. ROWELL & CO.,  
NEWSPAPER ADVERTISING BUREAU,  
10 Spruce St., N. Y.**





A CAPITAL B is the Omaha paper of that name. A busy bee too. It has made vast capital for itself, and always secures good returns to advertisers. It wields an enormous influence, not only in Nebraska, but in adjoining States. In fact, the OMAHA BEE is known all over the civilized world as one of the standard newspapers of America. Its editorials are trenchant. Its capacity for securing and disseminating news is unexcelled, and its KNOWN CIRCULATION at present reaches

26,000 Daily,      30,000 Sunday,  
40,000 Weekly.



"In connection with the recent frontier troubles, the Indian War Correspondence of the OMAHA BEE is worthy of special mention. For many days all the information from the seat of war that reached the big Eastern dailies came through the columns of the BEE, and the enterprise thus displayed was a revelation. To many conservative men in the East, the fact that a paper so far West as Omaha could have achieved so notable a triumph seemed improbable. As an evidence of "Git up an' git" the OMAHA BEE did not in this instance belie its namesake. We renew to the BEE and its dashing correspondent the assurance of our distinguished consideration."—*H. C. Brown, in February No. Art in Advertising.*

A. FRANK RICHARDSON,  
*Special Eastern Agent,*

13, 14 & 15 TRIBUNE BUILDING,  
NEW YORK.

317 CHAMBER OF COMMERCE,  
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